File

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/APRIL 15, 1963

1963

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, APRIL 12, 1963

April 11	ALTMAN RELEASE DATE--Early Summer "Studio Three" fashions & accessories.		
Thursday April 11 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS	PECK & PECK	260 PARK AVENUE SO. (AT 20TH STREET)
	Peck & Peck "Salutes The Glory Of Greece"--showing of Summer fashions to the press, 6th Floor, Conference Room. By invitation. Publicity: Caroline Stroll, OR. 3-4700.		
Thursday April 11 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present Adele Simpson's "Turkish Delight"--Summer fashions. Press by invitation. Public by reservation--$4.75; contact: "Banquet Dept.," PL. 9-3000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Producer and Fashion Coordinator: Mary Alice Rice, PL. 2-5726.		
Thursday April 11	SHOWING OF IMPORTED KNITWEAR	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
	Continuous daily showings of Nannette's imported knits. Contact: WI.7-8130.		
April 12	GOOD FRIDAY		
Saturday April 13- April 21	SEVENTH EDITION OF AUTOMOBILE SHOW	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--$2.00; Children--$1.00. Publicity: United Public Relations, PL. 1-3950.		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 13 2:00 P.M.	SEVENTEENTH ANNUAL EASTER EGG-ROLLING	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
	Arnold Constable will present their seventeenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.		
Sunday April 14 12:00 Noon Luncheon	FASHION SHOW AT EASTER LUNCHEON	LEADING DESIGNERS	WALDORF-ASTORIA SERT ROOM
	Hats by Sally Victor. Fashions--Bataldi, Bellciano, Countess Alexander, Harvey Furst, Pepe Fernandez, Bob Bugnand for Sam Friedlander, Gothe, Vera Maxwell, Pattullo-Jo Copeland, Shannon Rodgers for Jerry Silverman, Swiss Fabric & Embroidery Center. Furs by Gellert-Kaden. Children's dresses by Cinderella. Hairstyles--Michel Kazan. Show at 1:45 P.M. Luncheon from $8.50, contact: EL. 5-3000, Ext. 318. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127.		

(continued on following page)

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK CITY (continued from page 1)

Sunday April 14 12:00 Noon Luncheon	EASTER SHOWING OF SPRING-SUMMER FASHIONS	LARRY ALDRICH; FREDRICA FURS	PARK LANE HOTEL CRYSTAL ROOM
	Fashions by Larry Aldrich. Furs--Fredrica. Millinery--Cesar Rubio. Show at 2:15. Reservations--$9.00; contact:"Headwaiter," PL. 5-4100. Park Lane Fashion Director: Mia Grau, PL. 5-1127.		
Sunday April 14 1:00 P.M. Luncheon	BENEFIT FASHION SHOW AT LUNCHEON	HATTIE CARNEGIE	AMERICANA HOTEL ROYAL BOX
	"Trans World Flight by TWA"--Spring couture fashions by Hattie Carnegie; show at 2:30 P.M. Reservations--$10.00 for benefit of The American Theatre Wing Scholarship Fund. Contact:"Banquet Dept.," LT. 1-1000. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.		
Sunday April 14 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT EASTER LUNCHEON	JOSE DE LEMA	HOTEL PLAZA PERSIAN ROOM
	Custom originals by Jose De Lema. Furs by Laurence Kaye including natural amber fox. Reservations: $11.00 for benefit of the Easter Seal Society. Contact:"Banquet Dept.," PL. 9-3000. Commentator: Maggi McNellis. Producer: Mary Alice Rice, PL. 2-5726.		
Sunday April 14 1:00 P.M. Luncheon	EASTER SHOWING OF HATS AND ACCESSORIES	JOHN FREDERICS	HOTEL PLAZA TERRACE ROOM
	Showing of hats and accessories by John Frederics. Spring furs and preview for Fall by Reiss & Fabrizio. Reservations--$11.00 for benefit of the Easter Seal Society. Contact:"Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, PL. 5-2939. Producer and Commentator: Mary Alice Rice, PL. 2-5726.		
Sunday April 14 1:00 P.M. Luncheon	PRESENTATION OF FASHIONS AT LUNCHEON	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
	Hats by Emme. Fashions--Terry Allen, Bellciano, Countess Alexander, Pepe Fernandez, Bob Bugnand for Sam Friedlander, Gothe, Pat Sandler for Highlight, Vera Maxwell, Pattullo-Jo Copeland, Shannon Rodgers for Jerry Silverman, Swiss Fabric & Embroidery Center. Furs--Ben Kahn. Luncheon from $8.50, contact: EL. 5-3000, Ext. 318. Waldorf Fashion Director and Commentator: Mia Grau, PL. 5-1127		
Sunday April 14 1:00 P.M. Luncheon	FASHIONS "CORDIALE" AT EASTER LUNCHEON	LEROUX LIQUEURS; F.O.G.A.	HOTEL PIERRE COTILLION ROOM
	Fashions by members of the Fashion Originators Guild of America in colors of cordials by Leroux. Fashions by Alper Schwartz, Ben Barrack, Paul Blumenstein, Cameo Evening Fashions, Five Thirty P.M., Grobe, Kay-Selig, Parnes Feinstein, Abe & Mort Schrader, Shannon Rodgers for Jerry Silverman, Frank Starr Originals, Young Viewpoint, Murray Zenkel. Accessories--Leather Industries of America. Reservations--$9.50; contact: Louis, TE. 8-8000, Ext. 121. Producer and Commentator: Betty Yarmon, WI. 7-7125.		
Sunday April 14 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	MR. JOHN	SHERATON-EAST HOTEL BALLROOM
	Mr. John's fine-art-inspired "Beautiful Boucher Collection" for Spring-Summer, including hats, haute couture, furs, custom cosmetics and boutique accessories. For benefit of Girls' Club of N.Y. Reservations--$9.50; contact:"Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, APRIL 15, 1963

April 15 — SAKS FIFTH AVENUE RELEASE DATE--Safinia fashions for Summer. (No Show)

April 15 — PERSONAL FEDERAL AND STATE INCOME TAXES DUE.

Beginning Monday April 15 — EARLY FALL COTTONS AND KNITTED JERSEYS — GROSS-SYDNEY, INC. — 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Gross Sydney's collection of early Fall and knitted jerseys of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes--at continuous showings. Contact: George Rappaport, CH. 4-3558.

Beginning Monday April 15 — READY-TO-WEAR FALL ITALIAN KNITWEAR — FABIANI, ITALY — VIRGINIA KREMENTZ 42 W. 58TH ST., RM.203
Continuous daily showings of Fabiani's ready-to-wear knit collection. Contact: Virginia Krementz, PL. 3-4464; or PL. 3-3500, Ext. 203.

Beginning Monday April 15 — OPENING: IMPORTED KNITS FOR FALL — CISA (IMPORTS INTERNATIONAL) — 1410 BROADWAY SHOWROOM - 25TH FLOOR
Continuous daily showings of Cisa's Fall imported knit collection. Publicity: Eleanor Iacuzzi, BR. 9-0276.

Beginning Monday April 15 — BACK-TO-SCHOOL JUNIOR COLLECTION — BOBBIE BROOKS, INC. — 1407 BROADWAY ROOM 3902
"The Many Looks of Bobbie Brooks"--Fall color-coordinated sportswear; "Wardrobe Magic" separates; imported Italian mohairs and "Country Looks." Continuing showings of transitional juniors and petite dresses, coordinated sportswear, separates, and knit dresses. Showings also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Claire Affens, PE. 6-2392.

Tuesday April 16 11:30 A.M. — CUSTOMER SHOWING: FASHIONS BY BILL BLASS — BONWIT TELLER — 6TH FLOOR
Customer showing of Summer fashions, designed by Bill Blass for Maurice Rentner. Publicity: Rea Lubar, EL. 5-6800.

Beginning Tuesday April 16 — JUNIOR TRANSITION COTTON COLLECTION — LANZ ORIGINALS, INC. — 1407 BROADWAY SHOWROOM - 26TH FLOOR
Lanz' daily informal showings of transition cotton dresses; also back-to-school wool sportswear. Contact: Audrey Brock, OX. 5-6440.

Postponed April 17 — W & J SLOANE'S PRESS PREVIEW OF THE NEW "YOUNG SLOANE" SHOP ON APRIL 17 AT 9:30 A.M. HAS BEEN POSTPONED. Publ.: Reni Kuhn, OX. 5-3800, Ext. 450.

April 17 — ALTMAN'S RELEASE DATE--At-Home fashions. (No Press Show)

Wednesday April 17 9:30 A.M. Coffee — PRESS PREVIEW: WRAGGE SUMMER FASHIONS — BONWIT TELLER — 5TH FLOOR
Preview for the press of Wragge's Summer collection. By invitation. (For Release, Fri., April 19.) Customer showing Tues., April 23 at 11:30, 5th floor. Publicity: Rea Lubar, EL. 5-6800.

Wednesday April 17 2:00 P.M. — PREVIEW: ADVANCE FALL JUNIOR FASHIONS — MAM'SELLE — 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Mam'selle will present their early Fall collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 17	HANDMACHER-VOGEL ADVANCE FALL DOUBLE KNITS AT 10:30 A.M., 533 SEVENTH AVE.		
Wednesday April 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION	LADY MANHATTAN (1407 BROADWAY)	WALL ST.CLUB-PENTHOUSE CHASE MANHATTAN BANK
	Lady Manhattan will present their Fall sportswear collection. Show at 4:30 P.M. For press and buyers, by invitation. Commentator and Fashion Coordinator: Phyllis Youngheart, PL. 1-0752. Publicity: Joan King at Daniel & Charles, MU. 6-7288.		
April 19	BONWIT'S RELEASE DATE--Wragge Summer fashions. Preview April 17.(See Pg.3)		
Saturday April 21- April 25	SKI & AFTER-SKI INDUSTRY SHOWING	SKI INDUSTRIES AMERICA	TRADE SHOW BLDG. 500 EIGHTH AVENUE
	Showing of ski apparel, equipment, footwear, and accessories by members of Ski Industries America: April 21-23, 9:00-7:00; April 24, 9:00-5:00; April 25, 9:00-1:00. Contact: Doris Taplinger, PL. 3-2454.		
Sunday April 21- April 25	SKI AND APRES SKI FASHIONS	SAMUEL ROBERT,INC. (1407 BROADWAY)	N.Y. TRADE SHOW BLDG. ROOM 206
	Samuel Robert will show ski and apres ski fashions at Ski Industry show. Thereafter at showroom. Contact: LA. 4-4562.		
Sunday April 21- April 25	SKI FASHIONS FOR 1964	ULLA (1384 BROADWAY)	N.Y. TRADE SHOW BLDG. ROOMS 649 & 650
	Showing at the Ski Industry show of Ulla's ski, apres ski, and Winter boutique fashions, designed by Vicki Copper. Thereafter in showroom. Contact: BR. 9-9076.		
April 22	SAKS FIFTH AVENUE RELEASE DATE--Helen Lee's Summer fashions. (No Show)		
Monday April 22 10:00 A.M. Breakfast	FALL-EARLY WINTER MAURER BRIDAL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BRIDE'S ROOM
	Preview for press of Fall and early Winter bridal fashions, designed by Miss Marie for Maurer Originals. (For Release, Wed., April 24.) By invitation. Customer showing Sat., April 27, 3:00 to 4:00 P.M.(tea). Tickets: $1.00, available 3rd floor, Bride's Room. Contact: Jane Miller, TR. 5-7200, Ext. 691.		
Monday April 22 2:30 P.M.	PREVIEW: SKI AND APRES SKI FASHIONS	CHRISTIAN DIOR SPORT	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings: Mon., April 22 at 2:30 P.M.(press); Tues., April 23 at 5:30 P.M. (trade). By admission card only. Contact: Mary Jean Rainne, LT. 1-7840.		
Monday April 22 5:00 P.M. Cocktails	PREVIEW OF FALL SHOE FASHIONS	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	AMERICANA HOTEL ROYAL SUITE
	Preview of Town & Country's Fall shoe fashions. Show at 5:00 P.M. followed by cocktails. For press and buyers, by invitation. Contact: Rosalind Allan, CH. 4-3620.		
Beginning Thursday April 22	FALL OPENINGS IN CALIFORNIA	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
	Contact: Barbara L. Trister, 819 Santee Street, Los Angeles, Cal.		
April 23	MACY'S RELEASE DATE--"By The Sea Fashions." No Press Show.		
April 23	BONWIT TELLER'S CUSTOMER SHOWING--WRAGGE FASHIONS AT 11:30 A.M., 6TH FL.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 23 4:00 P.M.- 6:00 P.M. Cocktails	AMERICAN DESIGNERS' FASHION SHOW	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	Crompton-Richmond will present Fall fashions for 1963 by leading American designers. For press and retailers, by invitation only. Contact: Helen Boyd, LO. 4-2900.		
April 23	CHRISTIAN DIOR SPORT PREVIEW FOR BUYERS AT 5:30 P.M. (See Pg.4)		
April 24	ABRAHAM & STRAUS RELEASE DATE--Maurer bridal fashions. (See Pg.4)		
Wednesday April 24 9:00 A.M. Breakfast	PREVIEW OF SKI BOUTIQUE FASHIONS	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Showing of ski boutique collection, including fashions designed by Emilio Pucci for White Stag. (Show at 9:30 A.M.) By invitation. Contact: Claire De Kupsa or Joni Barth, BR. 9-1972.		
Wednesday April 24 10:30 A.M.	PRESS PREVIEW: BEACHWEAR FASHIONS	GIMBELS	3RD FLOOR SPECIALTY CORNER
	Gimbels' preview for the press of their Summer sportswear and beach collection. (For Release, Fri., April 26.) By invitation. (Note Change Of Date.) Publicity: Margot Infantino, LO. 4-3300, Ext. 6113.		
Wednesday April 24 12:30 P.M. Luncheon	NEW CONCEPTS: KNIT-WEAR AND SWIMWEAR	NATIONAL KNITTED OUTERWEAR ASS'N.	WALDORF-ASTORIA SERT ROOM
	Showing of newly developing fashion concepts in knitwear and swimwear for men, women, and children, at forty-fifth annual convention. Tickets: $7.50 each. Contact: Edward A. Brandwein, 286 Park Ave. So., MU. 3-7520. Producer and Commentator: Mia Grau, PL. 5-1127.		
April 26	GIMBELS RELEASE DATE--Summer preview, April 24 at 10:30. (See Above)		
April 28	DAYLIGHT SAVING TIME BEGINS--Sunday. (Move clocks one hour ahead.)		
Beginning Monday April 29	OPENING OF FALL COLLECTIONS	KAY-SELIG, INC.	1385 BROADWAY SHOWROOM - 6TH FLOOR
	Continuous daily showings of Kay-Selig's Fall collection of bridesmaid and mother-of-the-bride dresses. Beginning Mon., June 3, daily showings of Fall cocktail and formal dresses. Contact: Edward Selig, WI. 7-4252.		
Tuesday April 30 9:00 A.M. Breakfast	INFANTS' & CHILDREN'S FALL FASHIONS	CARTER	ST. MORITZ HOTEL SKY GARDEN
	Carter's "Mother Goose Parade"--Fall 1963 showing of layettes, sleepwear, and outerwear for infants and children. By invitation. Publicity: Jane Gosnell at B.B.D.& O., EL. 5-5800.		
Wednesday May 1 8:30 A.M. Breakfast	PREVIEW: FALL-WINTER LINGERIE	GOTHAM LINGERIE (401 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
	Preview of Gotham's Fall-Winter lingerie and Tommies. By invitation. Publicity: Susan Meyer, MU. 5-8200.		
Wednesday May 1 5:00 P.M.	REPORT ON AFRICAN TEXTILES	NEW YORK FASHION DESIGNERS, INC.	500 CLUB 500 SEVENTH AVENUE
	Mr. Gar K. Gilbert, Vice President of Galey & Lord, will give a report, following his return from Dakar, Africa. By invitation. Contact: WI. 7-0324.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday May 1	FALL READY-TO-WEAR COLLECTIONS	FABIANI; SYBIL ZELKER; CONSENTINO	VIRGINIA KREMENTZ 42 W. 58TH ST., RM.203
	Continuous daily showings of Fall sportswear, separates, dresses, and at-home wear in mohairs, velvets and knits by Consentino of Capri; dresses and suits by Sybil Zelker of London; dresses, suits, and costumes by Fabiani of Italy. Contact: Virginia Krementz, CH. 3-4464 or PL. 3-3500.		
Thursday May 2 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN(410 E.54TH ST.)	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
	Awards will be presented to students at evening show by designer critics: Donald Brooks; Helen Lee; Norman Norell; Mona Roset; Ferdinando Sarmi; Jeanne Campbell of Sportwhirl; David Kidd of Arthur Jablow; John Moore of Talmack; Anthony L. Muto of Arkay Juniors; Jacques Tiffeau of Tiffeau-Busch. Prices: $3.00 (afternoon and evening); $6.00 (evening, reserved). Contact: Alvin Appel. PL. 9-2214.		
Thursday May 2 4:00 P.M. Cocktails	PREVIEW: SHEPARDESS BACK-TO-SCHOOL FASHIONS	AMERICAN CYANAMID COMPANY	SHERRY NETHERLANDS CARNAVAL ROOM
	Presentation of "French Lessons"--back-to-school fashions in fabrics of Creslan acrylic fiber by Shepardess of New York and Enfantillage of Paris. For press and retailers, by invitation. Contact: Dorothy Ashton, PL.3-7385.		
May 3	OHRBACH'S RELEASE DATE--International Sportswear collection. (No Press Show)		
Sunday May 5 3:00 P.M.	FALL FASHIONS IN LOS ANGELES	WAYNE FULLER, INC. (122 E. 7TH ST.,L.A.)	BEVERLY WILSHIRE HOTEL SANS SOUCI ROOM
	Wayne Fuller will present his Fall collection of cottons, silks, and light-weight wools. By invitation. Contact: Dick Steiner, MA. 7-5461 (L.A.).		
Monday May 6 6:00 P.M.	FALL FASHIONS IN LOS ANGELES	BUD KILPATRICK (2139 STONER,WEST L.A.)	BEVERLY HILLS HOTEL CRYSTAL ROOM
	Bud Kilpatrick will present his Fall fashions. By invitation. Contact: BRadshaw 2-1178(L.A.). Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday May 7 10:30 A.M.	OPENING: COMPLETE FALL COLLECTION	HANDMACHER-VOGEL,INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Handmacher-Vogel will present their complete Fall collection of double knit and wool suits. Contact: Norma Rousseau, LO. 4-7832.		
Tuesday May 7 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PRATT INSTITUTE (BROOKLYN)	JUDSON HALL 165 WEST 57TH STREET
	Designs by students at their sixty-third annual fashion show. Show at 4:30 P.M. By invitation. Contact: Barbara Livesy, MA. 2-2200.		
Wednesday May 8 2:30 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London's couture rainwear collection for Fall. By invitation. Showings thereafter, by reservation, June 3, 4, 5, 6, 7, 10, 11, 12, and 13 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.		
Wednesday May 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION	TUDOR SQUARE SPORTSWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Showing of Fall sportswear and coordinates by Tudor Square. Show at 4:30. By invitation. Thereafter continuous daily at showroom. Contact: BR. 9-8120. Commentator and Publicity: Vera Bacal, PL. 3-8421.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 9 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Coming Of Age"--children's show. Co-chmn.: Cullette B. Touey, Lord & Taylor and Susan Rolontz, Tobe Associates. Prices--$8.00, members; $10.00, guests. Contact: CI. 7-3940.		
Thursday May 9- May 12	WEEKEND EXPOSITION AND FASHION SHOW	SCHIFFLI LACE AND EMBROIDERY MFRS.ASS'N.	CONCORD HOTEL KIAMESHA LAKE, N.Y.
	Preview and exposition of Schiffli laces, embroideries and fashions created by leading designers. Coronation of Schiffli queen from Fairleigh Dickinson University; exhibit of fashions, designed by students of Pratt Institute; sketches by students of the Fashion Institute of Technology. Press by invitation. Industry by reservation. Contact: Hortense Fillion, SP. 7-8087.		
Friday May 10 3:30 P.M.	ELEVENTH ANNUAL COTTON FASHION AWARD	NATIONAL COTTON COUNCIL OF AMERICA	GRACIE MANSION EAST END AVENUE
	"Blue Ribbon Cottons"--featuring cottons, designed by Gustave Tassell; also fashions by past winners. Cotton award will be presented to Gustave Tassell by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday May 13 9:45 A.M. Coffee	PRESS PREVIEW: TRAVEL AND VACATION FASHIONS	STERN'S	3RD FLOOR EAT AND RUN RESTAURANT
	Preview for press of Stern's travel and vacation fashions for Summer Show at 10:00. By invitation. (For Release, Wed., May 15.) Publicity: Mildred Collins, LO. 5-7950.		
Monday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	HATTIE CARNEGIE (42 EAST 49TH STREET)	SHERATON EAST HOTEL BALLROOM
	"Fashion Show Of The Month"--Summer fashions by Sarmi available at Hattie Carnegie. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL. 5-1000. Hattie Carnegie contact: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
May 15	STERN'S RELEASE DATE--Travel and vacation fashions. Preview May 13(See Above)		
Wednesday May 15 9:30 A.M. Coffee	PRESS PREVIEW: "HOUSE OF YEARS"	W & J SLOANE, INC.	414 FIFTH AVENUE 5TH FLOOR
	Preview for press of Sloane's completely redecorated "House Of Years" shop. By invitation. (For Release, Fri., May 17.) Publicity: Reni Kuhn, OX. 5-3800, Ext. 450.		
Wednesday May 15 4:30 P.M. Cocktails	"YOUNG FASHIONS FOR FALL 1963"	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR BALLROOM
	Fall fashions for toddlers, girls, pre-teens, and boys. Show at 5:00 P.M. By invitation. Contact: Jeanette Butzell, MU. 5-4400.		
Thursday May 16 3:00 P.M.	PREVIEW: FUR-LINED COATS AND SUITS	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview for the press of Style Trend's Fall-Winter fur-lined coats and suits, including a special group of fur-lined suede and leather coats, designed by Betti Belmont. By invitation. Thereafter beginning Fri., May 21, daily at 9:30, 11:30, and 3:30. By appointment. Contact: Miss Lee, LO. 5-4632.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 17	SLOANE'S RELEASE DATE--"House Of Years" shop. Preview May 15. (See Pg.7)		
Tuesday May 21 9:00 A.M. Breakfast	SUB-TEEN FASHION & MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC BALLROOM(B'WAY & 34TH)
	Ninth annual back-to-school subteen fashion and merchandising clinic-complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, PL. 1-6900.		
Tuesday May 21 2:30 P.M. Cocktails	OPENING OF FALL COLLECTION	HAYMAKER SPORTS,INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	"Sportive Look"--collection of shirts, dresses, separates. For press and resident buyers, by invitation. (Note Change Of Date.) Contact: Rhoda Sattler, BR. 9-6560.		
Wednesday May 22 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ROBERT SLOAN, SPORTSWEAR,INC.	500 CLUB 500 SEVENTH AVENUE
	Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom, 498 Seventh Ave., 7th floor. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.		
Thursday May 23 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	MELBA HOBSON FOR MR. GEE(1407 B'WAY)	1407 CLUB 1407 BROADWAY
	Fall sportswear, casual dresses, at-home fashions, designed by Melba Hobson. Show at 10:00 A.M. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Bernice Lewis, WI. 7-8178.		
Thursday May 23 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall collection of ensembles, fur-trimmed costumes, cocktail, and evening dresses. For press and resident buyers, by invitation. Thereafter, June 4, 6, 11, 13, 18, 20 at 11:00 A.M. Contact: Leroy Grayson, CH. 4-3488.		
Thursday May 23 4:00 P.M.	PREVIEW OF FALL COATS AND SUITS	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
	Jack Sarnoff's Fall collection of coats and suits, designed by Molly. For press and buyers, by invitation. Showings thereafter June 4, 6, 11, 13, 18 at 10:00 A.M. By reservation. Contact: PE. 6-7121.		
Monday May 27 10:30 A.M.; 1:30 P.M.	PREVIEW: FALL EVENING AND COCKTAIL FASHIONS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter at 9:30 A.M., June 3, 5, 6, 7, 10, 11, 12, 13, 14, 18, 19. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Monday May 27 11:00 A.M.	PRESS PREVIEW OF GIVENCHY FURS	FEMINA FURS, LTD.	333 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of the Givenchy collection for Femina Furs. By invitation. Trade, beginning Mon., June 10 at 2:30, by appointment. Contact: LO. 5-3870. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Monday May 27 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Schiaparelli furs for Fall and Winter. Commentator: Carol Knox. By invitation. Publicity: Ken R. Williams, WI. 7-4471.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 27 3:30 P.M.	ANNUAL FALL FASHION SHOWS	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
	Milliken will present Fall fashions at 3:30 P.M. Showings--May 27 and June 3. Breakfast showings at 7:15 A.M. May 28, 29, June 4, 5, 6, 7, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21. By invitation and ticket only. Fashion & Publicity Director: Claudette Rose, OX. 5-1200.		
Tuesday May 28 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview by invitation. Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13, 18. By appointment. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday May 28 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.		
Tuesday May 28 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 28, June 4, 5, 6, 11, 12,13,18,20 at 2:30. Press showing, Monday, June 3 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.		
Wednesday May 29 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall-Winter coats, suits, ensembles, designed by David Kidd. Thereafter at 11:30, May 29, June 3, 5, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.		
June 3	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M.(See Above).		
Monday June 3 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	CARNEGIE HALL 7TH AVE.& 57TH ST.
	Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: $7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 476.		
Beginning Monday June 3	OPENING OF FALL COLLECTION	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuous daily showings of Junior Accent's Fall collection, designed by Frank Adams. Contact: LO. 4-1434.		
Beginning Monday June 3	SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. Contact: Alan Baron, PE. 6-8867.		
Tuesday June 4 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings at 10:00 A.M., June 4, 6, 12, 14, 20. Contact: Sally McDonald, LO. 4-3246.		
Tuesday June 4 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Press preview of fur fashions, designed by Constantino. By invitation. Director and Commentator: Mia Grau, PL. 5-1127. Trade showings beginning Thurs., June 6, daily at 10:00 A.M. By reservation. Contact: Harry Feldman, PE. 6-6944.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 4 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 4, 5, 6, 11, 12, 13. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 4 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Thereafter showings June 5, 6, 11, 12, 13 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday June 4- June 5 12:00 Noon Luncheon	FASHIONS IN LUREX-ZEFKROME-ZEFRAN	THE DOW CHEMICAL COMPANY	350 FIFTH AVENUE SHOWROOM - 801
	Fall knitted and woven fashions in Lurex, Zefkrome and Zefran at two luncheon presentations, June 4 and 5 at 1:00 P.M. For press and retailers, by invitation. Dow Retail contact: Kevin Begley, PL. 7-8300. Press contact: Ruth Hammer Associates, EL. 5-7872.		
Tuesday June 4 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new coat collection, showing at 12:00 Noon, June 4, 5, 6, 11, 12, 13, followed by luncheon. By invitation. Contact: Matty Beskind, CH. 4-3512.		
Tuesday June 4 12:30 P.M. Luncheon	GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
	Executives from the fashion field will welcome the School's 26th graduating class; alumnae awards conferred. By invitation. School contact: Lorraine Helfont, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.		
Tuesday June 4 2:00 P.M.	SHOWING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats June 4, 5, 6, 10, 11, 13, at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.		
Tuesday June 4 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	A.NEUSTADTER & SON	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall-Winter fur collection by A. Neustadter. By invitation. Contact: LA. 4-3365.		
Tuesday June 4 3:00 P.M. Cocktails	TWENTY-EIGHTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
	"Mlle In Collegeland"--Back-to-school fashions from August 1963 college issue. Merchandise exhibit and reception 3:00 P.M. Tickets: $10.00, by invitation only. Contact: Gretchen Ullman, MU. 9-5900, Ext. 653.		
Tuesday June 4 4:00 P.M.	PREVIEW OF FALL COLLECTION	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Mort Schrader's Fall collection at one formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.		
Beginning Tuesday June 4	OPENING OF FALL COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Continuous showings of Fall boutique separates and cashmere coordinates, designed by Dorothy Arden. Contact: CH. 4-2370.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 5 9:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST	INGENUE MAGAZINE (750 THIRD AVENUE)	COMMODORE HOTEL EAST BALLROOM
	Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. By reservation. Show at 9:30. Tickets: $3.50. Contact: Merchandising Director, YU. 6-6300.		
Wednesday June 5 9:30 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Fantasia Furs will present their Fall-Winter fur fashions. By invitation. Contact: LA. 4-0330. Publicity: Gerry Scally at Leber Katz Paccione, 625 Madison Ave., PL. 1-4477.		
Wednesday June 5 2:00 P.M.	PREVIEW OF FALL MISSES DRESSES	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, LO. 4-9194.		
Wednesday June 5 2:30 P.M.	OPENING OF FALL DRESS COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Rembrandt's Fall collection June 5, 6, 11, 12 at 2:30 P.M. By reservation. Contact: Murray Solomon, LO. 4-3600.		
Wednesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showings at 2:30 P.M., June 5, 11, 13, 19. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday June 5 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. For retail stores, by invitation only. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100.		
Wednesday June 5 4:00 P.M. Cocktails	OPENING: FALL COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Malcolm Starr will present the Frank Starr Originals Fall collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter, June 6, 11, 13, 19 at 4:00 P.M., by appointment. Contact: Marion Auley, LA. 4-7690.		
Wednesday June 5 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Cabana will present their Fall collection of dresses, separates, and "Private Life" fashions, designed by Rikki Kilsdonk. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.		
Wednesday June 5 5:00 P.M. Cocktails	SPECIAL SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Fall coat collection at special showing. By invitation. Contact: Alan Baron, PE. 6-8867.		
Thursday June 6 10:00 A.M.	JUNIOR PETITE FUR FASHIONS	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Preview of petite fur fashions, styled by David Dana. By invitation. Contact: Mr. Himmelfarb, LA. 4-0105.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Thursday June 6	OPENING OF FALL COLLECTION	KLEIN & BLAIKIE, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall collection of dresses and costumes at daily showings. Contact: Alfred Blaikie, BR. 9-7580.		
Friday June 7 9:30 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	LAURENCE H. KAYE FURS(345 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
	Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter at 10:30 and 2:30 in showroom. Contact: OX. 5-8340.		
Friday June 7 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Wragge's Fall collection. Thereafter June 11, 12, 18 at 11:00 A.M. All showings by invitation only. Contact: Mary Feld, WI. 7-4968.		
Monday June 10 11:00 A.M.; 3:00 P.M.	OPENING OF FALL COLLECTION	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Sarmi will present his Fall collection for buyers June 10 at 11:00 and 3:00. Press preview, Wed., June 12 at 4:00 P.M. All showings by invitation. Contact: CH. 4-7270.		
Monday June 10 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings, Tues., June 11 at 2:30, and Wed., June 12 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.		
Tuesday June 11 10:30 A.M.; 2:30 P.M.	OPENING: FALL FUR COLLECTION	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
	Showings of furs by Ritter at 10:30 and 2:30 daily, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 12 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
	Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.		
June 12	PRESS SHOWING OF SARMI'S FALL COLLECTION AT 4:00 P.M. (See Above)		
Wednesday June 12 2:30 P.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. By invitation. Commentator: Mia Grau. Contact: CH. 4-5852.		
Wednesday June 12 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Bruno Landi, JU. 2-1747.		
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Ben Kahn will present his Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Thereafter by appointment. Contact: BR. 9-0633. Publ.: Mathews-Latham, 128 E. 37th St., MU. 5-7907.		

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